

The Mississippi Youth Preparedness Initiative (MyPI)
Fostering Emergency Preparedness, Civic Responsibility and
Empowerment in Teens

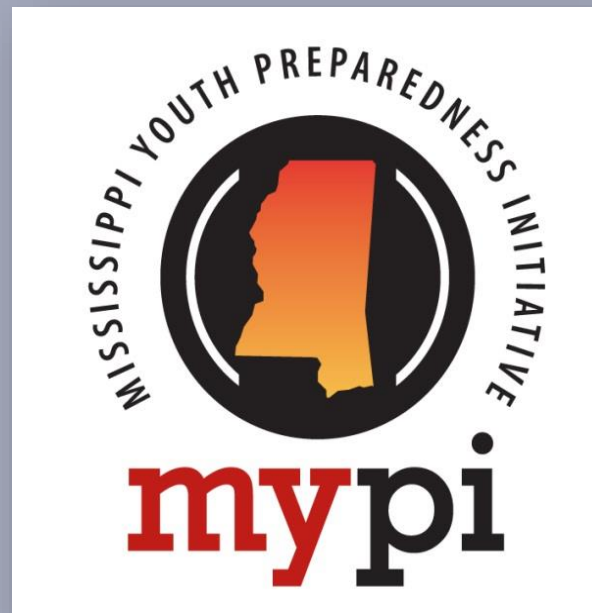
Maine Partners in Emergency Preparedness Conference
Augusta, ME



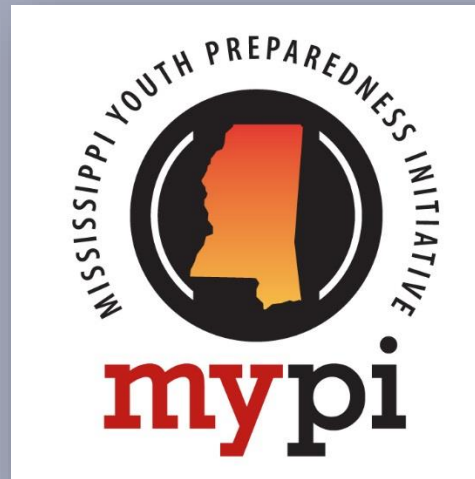
April 21, 2015

FEMA 2014 Individual and Community Preparedness Awards

Winner, “Outstanding Youth Preparedness Program”
Honorable Mention, “Preparing the Whole Community”
Participant, White House “Champions of Change” Program



“Fostering Emergency Preparedness and Recovery through
Proactive Youth Outreach”



Proud Affirmer of the

NATIONAL STRATEGY

SUPPORTING YOUTH PREPAREDNESS NATIONWIDE

SUPPORTING YOUTH PREPAREDNESS NATIONWIDE

National Strategy Alignment

- Partnership -- FEMA, Red Cross, Dept. of Education (2014)
- *National Strategy for Youth Preparedness Education: Empowering, Educating, and Building Resilience.*
 - Introduces 9 “Priority Steps” for partners at the local, state, and national levels.
 - Purpose: To couple national attention on emergency and disaster preparedness with community action that focuses specifically on youth readiness for disasters.
 - Vision: To create a nation of prepared youth.

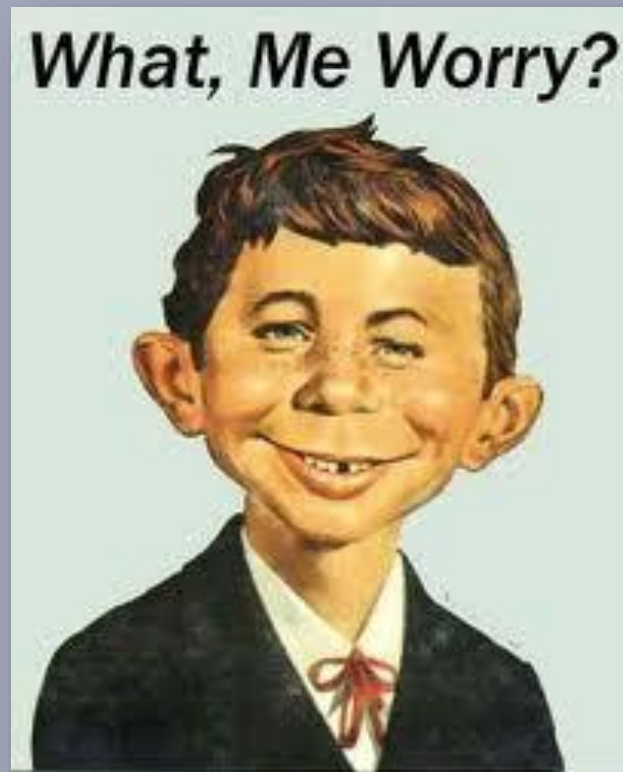
National Strategy Priority Steps

- Elevate the importance of youth preparedness learning programs at the national, state, and local levels.
- Evaluate the quality and effectiveness of existing and new youth preparedness programs.
- Support the implementation of youth preparedness learning programs.
- Create positive relationships between youth and the first responder community.
- Make school preparedness a key component of youth preparedness.
- Link youth preparedness to family and community participation, especially where English may not be the first language spoken (or understood) among adults, in other under-represented communities, and inclusive of individuals with access and functional needs.
- Build and strengthen productive partnerships among stakeholder agencies and organizations.
- Identify opportunities to embed youth preparedness in youth culture.
- Design a sustaining, local driven model for developing, designing and delivering programming.



Why
MyPI?

The Reality of a Crisis



Effects of Crises and Emergencies

- **Emotional Responses**

- Anxiety, panic, fear, feelings of aloneness, hopelessness, uncertainty, anger, hostility, depression, grief, guilt, etc.

- **Cognitive Responses**

- Impaired concentration, confusion, short attention span, forgetfulness, blame (including self), etc.

- **Behavioral Responses**

- Withdrawal, non-communication, impulsivity, pacing, inability to sit still, etc.

- **Physiological Responses**

- Rapid heart beat, difficulty breathing, shock, chest pains, muscle tension and fatigue, chills, thirst, dizziness, headaches, etc.





Just for the record...
you have this on backwards

“The Past is Behind, Learn From It. The Future is Ahead, Prepare For It. The Present is Here, Live It.”



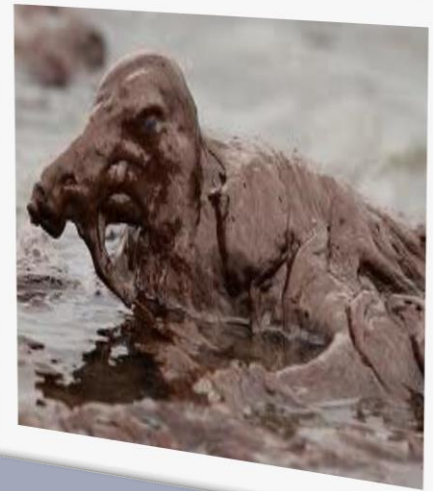
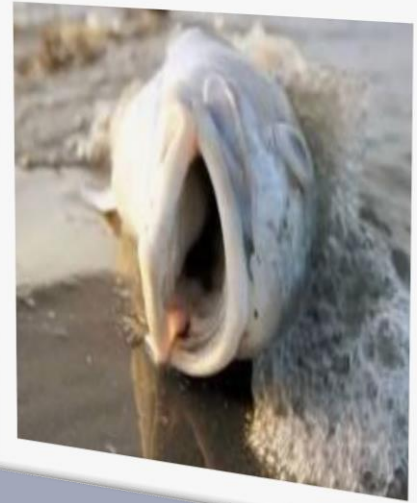
Today's Consciousness and Imagery





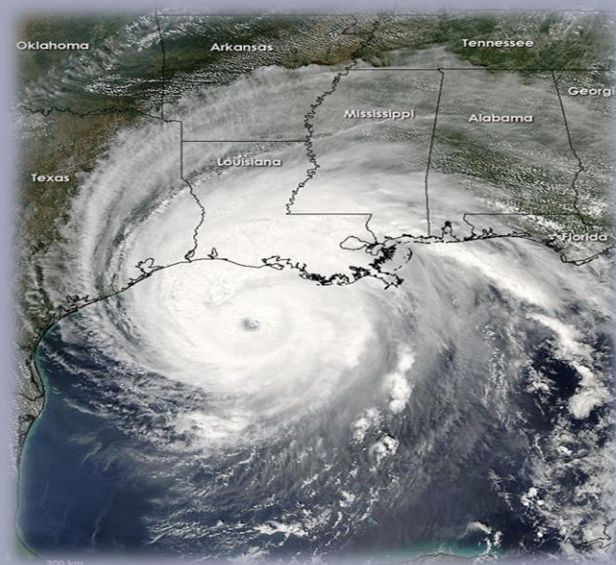
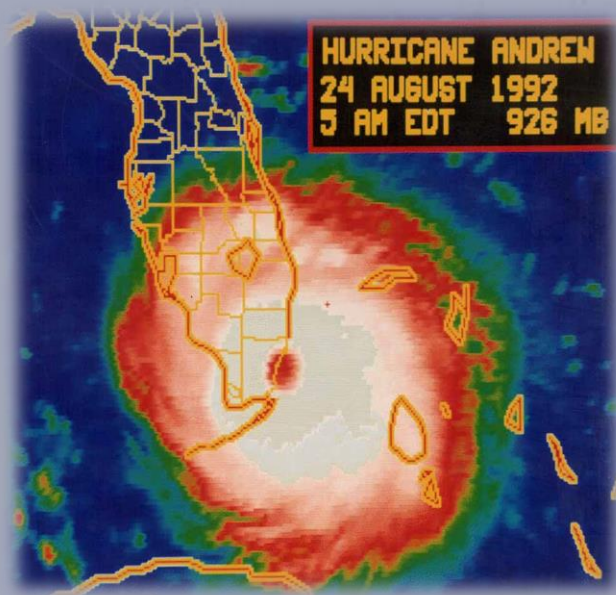
















Why MyPI®?

- At the end of the 20th century, ~66.5 million children were affected each year by a natural disaster.
- Additionally, the National Climate Data Center reported that 2011 saw more billion dollar natural disasters than any on record.
- Youth Preparedness is a priority at the Federal Level and is important to the resilience of any community.
- Smithville, MS, Louisville, MS; Yazoo City, MS; Caledonia, MS; Brandon, MS; Columbus, MS; Tupelo, MS, Vicksburg, MS, etc.
- Nine MS tornadoes on 4/28/14.

Why MyPI®?

“Preparing through education is less costly than learning through tragedy.”

- Max Mayfield, Former Director of the National Hurricane Center



Why MyPI®?

- There is a fast growing trend to train teens as the next generation of prepared citizens across the nation.
- In terms of EM, teens have been an untapped resource, but can supply the energy, enthusiasm and willpower to get things done.
- They just need some direction. MyPI® provides this direction and guidance.



Program Overview

What is MyPI®?

MyPI® Overview

- The **mission** of MyPI® is to actively engage MS teens in the process of individual, family, and community preparation for disasters.
 - Ten Week Program (Negotiable)
 - Class Meetings once a week for ~2 Hours (depending on # of weeks);
 - Two Full Days within the flexible 5-10 Week Timeframe
 - Class Meetings are Held in Local Community in a Safe and Easily Accessible Facility
 - Each Cohort includes 18-24 Teens and 2-3 Co-Instructors from Local Community
 - Cost is \$40 with \$20 Refundable (Negotiable); Can be FREE
 - Weekly and Saturday Classes – Some Refreshments Provided

MyPI[®] Overview

“Everything that we do in this program promotes the enhancement of individual, family, and community emergency preparedness.”

Component A: Teen CERT

- DHS/FEMA Certified Teen CERT is the foundation for EM education and training throughout MyPI®.
- The primary objective of Teen CERT is to keep individuals and families safe before and during a disaster, and to help families and communities after a disaster.
- Teen CERT volunteers are better prepared to assist families with disaster preparation and to help when disaster strikes until professional responders arrive.



Component A: Teen CERT

- Module 1: Disaster Preparedness
- Module 2: Fire Safety and Utility Control
- Module 3: Disaster Medical Operations, Part 1
- Module 4: Disaster Medical Operations, Part 2
- Module 5: Light Search and Rescue
- Module 6: CERT Organization
- Module 7: Disaster Psychology
- Module 8: Terrorism and CERT
- Specific Annexes: Weather Related



Component B: Add On Catalog

- CPR and AED Certification
- Specialized Technology Track
 - HAM Radio Awareness Program
 - NOAA Weather Radio and NWS Severe Weather Program
 - Smoke Alarm Maintenance and Installation
 - Smartphone App and Social Media in EM Program
- Careers in EM and EM-related Fields Track
 - To include Fire Service, Public Safety, Emergency Management
- Disaster Simulation

Component C: Service Project

- “*PREP + 6*”
 - Capstone Community Service Project
 - Every MyPI Graduate will have completed *PREP + 6*.
 - Work with their Family to Develop or Enhance the Family Emergency Supply Kit and Emergency Communication Plan;
 - Then, Identify 6 Additional Families and Work with them to Develop or Enhance their Emergency Supply Kits and Emergency Communication Plans;
 - Fuzzy Math = *PREP + 6* actually equals 7 families
 - MyPI® provides innovative training and education as well as specialized leadership programs and opportunities to positively impact ~126,000 Mississippi families over 5 years.

Primary MyPI® Partnerships

- The primary partnership exists between the Mississippi State University Extension Service and Mississippi Citizen Corps.

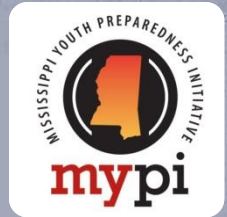


- MS Citizen Corps provides the funding to train MyPI® Instructors. This unit is also instrumental in MyPI promotion and progression
- The MSU Extension Service is responsible for all aspects of daily coordination of MyPI.

Primary MyPI® Partnerships

- The MSU Extension Service MyPI® Admin team coordinates program administration, including:
 - promotion and marketing and communication;
 - applicant/trainer recruitment and selection;
 - financial responsibilities;
 - evaluation, data collection and record keeping;
 - periodic site visits;
 - all other duties consistent with accomplishing MyPI® mission, vision, and goals.
- Essentially, the MSU Extension Service is responsible for coordination of the overall program (day to day, cohort to cohort, and year to year).

MyPI® Secondary Partnerships



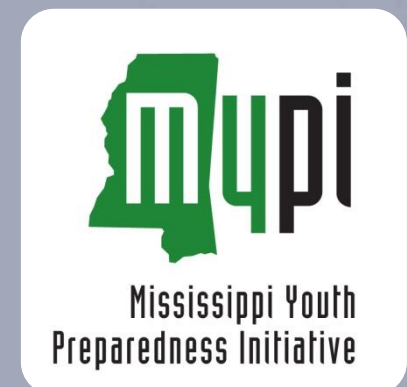
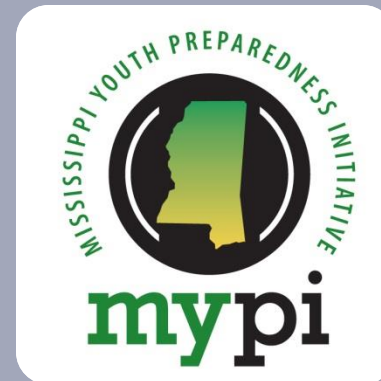
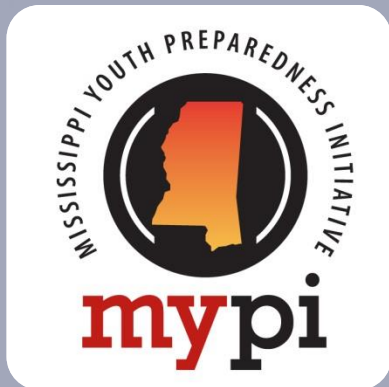
WABI



Tagline and Branding(s)



- “Fostering Emergency Preparedness and Recovery through Proactive Youth Outreach”



MyPI[®] Participants



MyPI® Participants

- Ages 13-19 from across all genders, races, religions, socioeconomic backgrounds, etc.
- Ideal Participant Profile
 - Genuine interest in emergency preparation and service to their family and community;
 - Understanding of role and opportunities in preparedness activities;
 - Responsible and shows initiative;
 - Can articulate what they want to gain from MyPI®;
 - Can make a 5-10 week plus 2 Saturday commitment (*);
 - “Strong” student and character profile and 2 letters of reference.
 - One character and one teacher/academic administrator

Students' Top 10 Reasons to Join MyPI®

- To Enhance My Understanding of Threats and How to Prepare
- To Assist My Family and Others in the Community
- To Build Life Saving Skill Sets
- To Solidify Decision Making Abilities
- To Learn about Technology in Emergency Preparedness
- To Improve Communication Skills
- To Strengthen Teamwork and Leadership Qualities
- To Become Weather Aware
- To Support My College Application

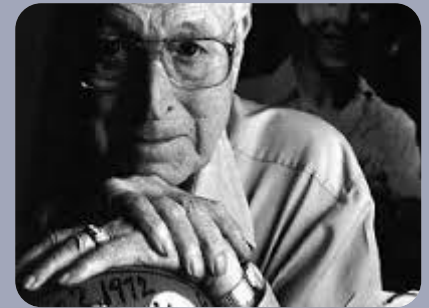


**KEEP
CALM
I'M
NUMBER
ONE**

Top 10 Reasons to Join MyPI®

To Be Selfless and to Realize My Potential
by Positively Impacting the Lives of Those
Around Me...

“Don’t Mistake Activity with Achievement.”
- Legendary College Basketball Coach, John Wooden



...and to Have Some Fun at the
Same Time.

MyPI[®] Instructors



MyPI® Instructors

“You were born with the ability
to change someone’s life.
Don’t ever waste it.” - Unknown



MyPI[®] Instructors

- ~120 Trained Instructors
- Ideal Instructor Profile
 - Full-Time, Part-Time, or Retired Professionals; Students
 - Experience:
 - Working with and Engaging Youth;
 - Emergency Management;
 - Mentoring and Leadership Development;
 - Volunteer and/or Teacher
 - Ability to commit to at least 1 five to ten week “wave”.



We
Want
YOU!

3 Tier Instructor
Incentive Package



MyPI[®] Website

- Multi-faceted and multi-functional;
- Markets to Students, Instructors, Parents, & Community Leaders;
- Resource Library, Applications, Instructor Course Progress Submission Form, Online Learning Community via Message Board;
- <http://mypi.msstate.edu>

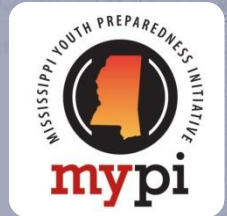
MyPI® Take Aways

- Completed Teen CERT Curricula
- Completed *PREP* + 6 Service Project
 - Enhanced Individual/Family/Community Preparedness
- CPR and AED Certification
- Completed Specialized Awareness Tracks
 - Technology
 - Careers
- Participated in Disaster Simulation
- CERT Backpacks (~\$50 value)

MyPI[®] Take Aways

- Associated Teen CERT Learning Outcomes
 - Extinguish small fires and Conduct light search and rescue;
 - Assist the injured and Set up medical treatment areas;
 - Identify and Anticipate hazards and Assist first responders
- Development of Emergency Supply Kits and Communication Plans
- Improved Cooperation and Teamwork Skills
- Enhanced Problem Solving and Decision Making
- Greater Sense of Empowerment, Leadership, Civic Responsibility

Okay...So Now What???



- To Bring MyPI to Your Community, MyPI Admin Need:
 - 18-24 motivated teens that can commit to the 5-10 week timeframe;
 - 2 Volunteer Instructors who have completed training;
 - 1 Safe, Easily Accessible Facility with A/V Needs;
 - 1 Planning/Logistics Meeting.
- Applications for Participants and Instructors are Available.
- MyPI Website is live.
 - <http://mypi.msstate.edu>
- Contact Dr. Ryan Akers, MyPI Coordinator, for applications or for questions at cra20@msstate.edu or 662.325.5914.

MyPI® 2015 Cohort Expansion

- Counties with Interest:

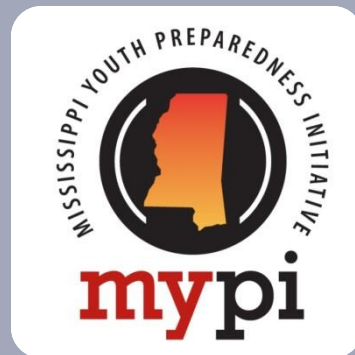
- Leflore
- Holmes
- Noxubee
- Clarke
- Attala
- Washington
- Madison
- Winston
- Humphreys
- Warren

- Counties with Interest:

- Yazoo
- Rankin
- Scott
- Hinds
- Perry
- Harrison
- Newton
- Repeat Counties:
 - Quitman
 - Jackson
 - Oktibbeha
 - Lowndes

Final Observations

- There appears to be no existing model of Youth Preparedness that attempts to reach as many participants as we are.
- I am extremely hopeful that the country will see what Mississippi has implemented, in particular the MSU Extension Service and MS Citizen Corps, as the new standard for youth preparedness training.
- There is growing momentum for a multi-state partnership and pilot program that replicates content, coordination, and delivery.



Questions/Comments

- Contact Information:

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Community Preparation &
Disaster Management and
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